Acknowledgments

he 5 A Day for Better Health Program monograph was developed under the general editorial guidance of the National Cancer Institute's (NCI) 5 A Day for Better Health Program Director, **Gloria Stables**, Ph.D. (candidate), M.S., R.D.

The scientific editor for the monograph was **Jerianne Heimendinger**, Sc.D., M.P.H., R.D., Research Scientist at the AMC Cancer Research Center in Denver, Colorado. While at NCI,

Dr. Heimendinger served as the first director of the 5 A Day for Better Health Program from 1991 to 1995.

The editors gratefully acknowledge **Robert Croyle**, Ph.D., Associate Director for Behavioral Research in NCI's Division of Cancer Control and Population Sciences (DCCPS); **Linda Nebeling**, Ph.D., M.P.H, R.D., F.A.D.A., the Chief of NCI's Health Promotion Research Branch (where the 5 A Day Program resides) within the Behavorial Research Program (BRP)/DCCPS; and **Barbara Rimer**, Dr. P. H., Director, DCCPS, for their ongoing support during the manuscript development process. In addition, they would like to offer sincere thanks and recognition to the following individuals, for the time and input they each gave to the review of the final draft of all 13 monograph chapters:

Janice M. Dodds, Ed.D., R.D.

Associate Professor University of North Carolina Chapel Hill, NC

Thomas J. Glynn, Ph.D.

Director Cancer Science and Trends American Cancer Society Washington, DC

Marion Nestle, Ph.D., M.P.H. Professor and Chair Department of Nutrition and Food Studies New York University New York, NY Ms. Stables and Dr. Heimendinger would like to express their appreciation to the many chapter authors and peer reviewers whose work made the monograph possible.

Chapter Authors

Anniken Owren Aarum, Cand.Scient.
Advisor, National Council on Nutrition and Physical Activity
National Council on Nutrition and Physical Activity
Oslo, Norway

Jean Anliker, Ph.D., R.D.

Adjunct Associate Professor, Department of Epidemiology and Preventive Medicine University of Maryland School of Medicine Baltimore, MD

Katarina Annerstedt-Heino, D.I.H.R.

Managing Director Fruit and Vegetable Marketing Board Stockholm, Sweden

Tom Baranowski, Ph.D.

Professor of Behavioral Health Baylor College of Medicine Houston, TX

Katrin Berendson

Project Manager German Cancer Society e.V. Frankfurt a.M., Germany

Shirley Beresford, Ph.D.

Professor of Epidemiology University of Washington Seattle, WA

Susan Berkowitz, Ph.D.

Senior Study Director Westat Rockville, MD

Donald B. Bishop, Ph.D.

Chief, Center for Health Promotion Minnesota Department of Health St. Paul, MN

David B. Buller, Ph.D.

Senior Scientist AMC Cancer Research Center Denver, CO

Marci K. Campbell, Ph.D., M.P.H., R.D.

Associate Professor, Department of Nutrition University of North Carolina School of Public Health Chapel Hill, NC

Kathy Cobb, M.S., R.D., C.D./N.

Nutrition Consultant Connecticut Department of Public Health and Addiction Services Hartford, CT

Arnette Cowan, M.S., R.D.

Supervisior, Special Nutrition Programs North Carolina Department of Health and Human Services Raleigh, NC

Dorothy Damron, M.S.

Project Manager University of Maryland School of Medicine Baltimore, MD

Wendy Demark-Wahnefried, Ph.D., R.D.

Associate Professor, Division of Urology, Department of Surgery Duke University Medical Center Durham, NC

Lorelei DiSogra, Ed.D., R.D.

Vice President, Nutrition and Health Dole Food Company, Inc. Oakland, CA

Paula Dudley

5+ A Day Campaign Manager United Fresh Incorporated Auckland, New Zealand

Melinda Fancher, M.A.

Senior Research Analyst Porter Novelli Washington, DC

Margaret Farrell, M.P.H., R.D.

Communications Specialist, Health Promotion Research Branch Division of Cancer Control and Population Sciences National Cancer Institute Bethesda, MD

Robert Feldman, Ph.D.

Professor, Public and Community Health University of Maryland College Park, MD

Susan B. Foerster, M.P.H., R.D.

Chief, Cancer Prevention and Nutrition California Department of Health Services Sacramento, CA

Stephenie Fu

Vice President Porter Novelli Washington, DC

Laura Saunders Goodman, M.P.H., R.D.

Project Manager MasiMax Resources, Inc. Rockville, MD

Jennifer Gregson, M.A., M.P.H., C.H.E.S.

Research Scientist I, Cancer Prevention and Nutrition California Department of Health Services Sacramento, CA

Rachel Harrington, M.H.A., R.D.

Director, South Carolina 5 A Day Program South Carolina Department of Health and Environmental Control Columbia, SC

Stephen Havas, M.D., M.P.H., M.S.

Professor, Department of Epidemiology and Preventive Medicine University of Maryland School of Medicine Baltimore, MD

Jerianne Heimendinger, Sc.D., M.P.H., R.D.

Research Scientist AMC Cancer Research Center Denver, CO

Mary K. Hunt, M.P.H., R.D., F.A.D.A.

Scientific Associate Dana-Farber Cancer Institute Boston, MA

Bethany Jackson, Ph.D., R.D.

Clinical Associate Professor, Department of Nutrition University of North Carolina Chapel Hill, NC

Judy Johnston, M.S., R.D., L.D.

Extension Associate and Teaching Associate Kansas State Research and Extension Office of Community Health and University of Kansas School of Medicine Wichita, KS

Sarah Kuester, M.S., R.D.

Public Health Nutritionist Centers for Disease Control and Prevention Atlanta, GA

Patricia Lagenberg, Ph.D.

Professor and Vice Chair, Department of Epidemiology and Preventive Medicine University of Maryland School of Medicine Baltimore, MD

Petra Lazarek

Project Assistant German Cancer Society e.V. Frankfurt a.M., Germany

Ron Lemaire

Director of Marketing, Convention, and Membership Services Canadian Produce Marketing Association Ottawa, Canada

Max Learner, Ph.D.

Policy Advisor, Bureau of Maternal and Child Health South Carolina Department of Health and Environmental Control Columbia, SC

Daria Chapelsky Massimilla, M.P.H.

5 A Day State Program Manager, Health Promotion Research Branch Division of Cancer Control and Population Sciences National Cancer Institute Bethesda, MD

Jacquelyn McClelland, Ph.D.

Professor and Extension Specialist, Nutrition North Carolina State University Raleigh, NC

Morten Strunge Meyer, cand. brom.

Project Manager, 6 A Day Danish Cancer Society Copenhagen, Denmark

Margaret R. Miller, Grad Dip Diet,

M.H.Sc., M.D.A.A.

Managing Director

Marg Miller Health Consulting

Perth, Western Australia, Australia

Brenda Motsinger, M.S., R.D., L.D.N.

Head, Health Promotion Branch North Carolina Department of Environmental Health and Natural Resources Raleigh, NC

Adrienn Nagy, M.Sc.

Marketing Manager Hungarian Fruit and Vegetable Board Budapest, Hungary

Linda Nebeling, Ph.D., M.P.H., R.D., F.A.D.A.

Chief, Health Promotion Research Branch
Division of Cancer Control and
Population Sciences
National Cancer Institute
Bethesda, MD

Theresa Nicklas, Dr.P.H., L.D.N.

Professor of Pediatrics Baylor College of Medicine Houston, TX

Blossom Patterson, Ph.D.

Mathematical Statistician, Biometry Research Group Division of Cancer Prevention National Cancer Institute Bethesda, MD

Elizabeth Pivonka, Ph.D., R.D.

President Produce for Better Health Foundation Wilmington, DE

Leigh Reeve, B.Sc, Dip Nutr Diet, A.P.D.

Program Manager, Marketing Dietitians Association of Australia Canberra, ACT, Australia

Kim D. Reynolds, Ph.D.

Scientist AMC Cancer Research Center Denver, CO

Sharon Sass, R.D.

Community Education Nutrition Consultant Arizona Department of Health Services Phoenix, AZ

Marja Slagmoolen

Project Manager, Public Relations and Information Fruit and Vegetable Bureau Zoetermeer, The Netherlands

Dan Snyder, B.I.D., M.I.D.

Executive Vice President Porter Novelli Washington, DC

Glorian Sorenson, Ph.D.

Director, Community-Based Research Dana-Farber Cancer Institute Boston, MA

Gloria Stables, Ph.D. (candidate), M.S., R.D. Director, 5 A Day for Better Health Program Division of Cancer Control and Population Sciences

National Cancer Institute Bethesda, MD

Mary Ann S. Van Duyn, Ph.D., M.P.H., R.D.

Expert, Health Promotion Branch, Outreach & Partnerships Office of Communication National Cancer Institute Bethesda, MD

Individual Chapter Reviewers

Marianne Alciati, Ph.D.

President Management Solutions for Health Reston, VA

Garry W. Auld, Ph.D., R.D.

Associate Professor, Department of Food Science and Human Nutrition Colorado State University Fort Collins, CO

Gladys Block, Ph.D.

Professor of Epidemiology and Director of the Public Health Nutrition Program University of California at Berkeley School of Public Health Berkeley, CA

Barbara Bowman, Ph.D.

Associate Director for Policy Studies Centers for Disease Control and Prevention Atlanta, GA

Yvonne Bronner, Sc.D., R.D., L.D.

The Johns Hopkins University Baltimore, MD

Tim Byers, M.D., M.P.H.

Professor of Preventive Medicine University of Colorado School of Medicine Denver, CO

Kathy Cobb, M.S., R.D., C.D./N

Nutrition Consultant Connecticut Department of Public Health and Addiction Services Hartford, CT

Isobel R. Contento, Ph.D.

Mary Swartz Rose Professor of Nutrition and Education Teachers College, Columbia University New York, NY

Nancy Cotugna, Dr.P.H., R.D.

Professor, Nutrition and Dietetics University of Delaware Newark, DE

Lorelei DiSogra, Ed.D., R.D.

Vice President, Nutrition and Health Dole Food Company, Inc. Oakland, CA

Karen Emmons, Ph.D.

Associate Professor Dana-Farber Cancer Institute Boston, MA

Margaret Farrell, M.P.H., R.D.

Research Branch
Division of Cancer Control and
Population Sciences
National Cancer Institute
Bethesda, MD

Communications Specialist, Health Promotion

June Flora, Ph.D.

Stanford Center for Research in Disease Prevention Stanford University School of Medicine Palo Alto, CA

Karen Glanz, Ph.D., M.P.H.

Professor Cancer Research Center for Hawaii Honolulu, HI

Thomas J. Glynn, Ph.D.

Director, Cancer Science and Trends American Cancer Society Washington, DC

Brian F. Krieg, M.I.M.

Vice President Pac/West Communications Portland, OR

Shiriki Kumanyika, Ph.D., M.P.H., R.D.

Professor of Epidemiology, Department of Biostatistics and Epidemiology Associate Dean for Health Promotion and Disease Prevention University of Pennsylvania School of Medicine Philadelphia, PA

Laura Linnan, Sc.D., C.H.E.S.

Assistant Professor, Department of Health Behavior and Health Education University of North Carolina Chapel Hill, NC

Alfred C. Marcus, Ph.D.

Chair, Center for Behavioral and Community Studies AMC Cancer Research Center Denver, CO

Patricia McKinney, M.S., R.D.

Program Analyst, Food and Nutrition Service Office of Analysis, Nutrition, and Evaluation U.S. Department of Agriculture Alexandria, VA

Morten Strunge Meyer, cand. brom.

Project Manager, 6 A Day Danish Cancer Society Copenhagen, Denmark

Bruce J. Obbink

President (ret.) California Table Grape Commission Fresno, CA

Ruth Palombo, M.S., R.D.

Director, Office of Elder Health Massachusetts Department of Public Health Boston, MA

Guy S. Parcel, Ph.D.

John P. McGovern Professor and Director, Center for Health Promotion and Prevention Research University of Texas Health Science Center Houston, TX

David S. Parker

Director of Merchandising California Tree Fruit Agreement Reedley, CA

Karen Peterson, Sc.D., R.D.

Associate Professor of Nutrition, Department of Maternal and Child Health Harvard School of Public Health Boston, MA

Sarah E. Samuels, Dr.P.H.

President Samuels and Associates Oakland CA

Mike Stuart

Executive Vice President Florida Fruit & Vegetable Association Orlando, FL

Gretchen Taylor, M.P.H., R.D.

Nutrition Supervisor Minnesota Department of Health St. Paul, MN

Kim Witte, Ph.D., M.A.

Professor, Department of Communication Michigan State University Okemos, MI

The editors would like to acknowledge the significant contributions of the staff members of MasiMax Resources, Inc., in Rockville, MD, who provided technical and editorial assistance in the preparation of this monograph. Marilyn Massey-Ball, M.P.H., the president of MasiMax, provided both her considerable expertise and support during the process of developing this document. The two project managers who supervised this effort were Laura Saunders Goodman, M.P.H., R.D. (1999-2000) and Amelia Birney, (1998-1999). Their dedication to seeing this publication through to print was extraordinary. Other MasiMax staff members who deserve acknowledgment for their contributions to this monograph include

Tara Blank, Administrative Assistant and Word Processing Specialist

April Carpenter, Word Processing Specialist

James R. Libbey, M.P.I.A., Copy Editor

Cathy McDermott, Managing Editor (1999 to 2001)

Cathy Prahl, Managing Editor (1998 to 1999)

Jo Lane Thomas, M.F.A., Copy Editor

In addition, special thanks to **A. Jill Wagner,** MA, and **Nicole Reader** of IconoGraph Designs, Inc., in Damascus, MD, for the design and desktop publishing of this monograph, and to **Marcia Feinleib** of the Scientific Consulting Group, Inc., in Gaithersburg, MD, for providing the original layout and design for the timeline in Appendix C of this publication. Also, a sincere thank you to **Kelly Blake,** M.S., C.H.E.S., Writer/Editor in NCI's Division of Cancer Control and Population Sciences, for serving as an additional resource on editing issues.

Last, but not least, thanks to all of the partners, especially the Produce for Better Health Foundation; coordinators; and participants who make 5 A Day work and whose efforts have helped to make this monograph meaningful.

5 A Day for Better Health Program Monograph Development Process

The initial idea for this monograph grew out of discussions between the publication's co-editors, Gloria Stables and Jerianne Heimendinger (respectively the current and former directors of the 5 A Day for Better Health Program). These discussions were a response to an increasing number of international inquiries to NCI about how to proceed with implementing a similar program in their own countries.

The first formal planning meeting, which included the lead authors for each proposed chapter, was held in May 1998. From that point, initial chapter drafts were developed, and a rigorous review process was implemented. Each chapter, underwent an initial review by the scientific editor, peer reviews by two or three individuals, refereeing of peer-reviewers' comments by the scientific editor, and resolution by respective chapter authors of refereed peer reviewer queries. Then, chapters were again revised, and all were sent to each of the three full document reviewers, whose comments were then refereed by the scientific editor. Once again, respective chapter authors resolved the refereed queries, and a final draft of the chapter was prepared for approval and signed off on by the scientific editor.

The 5 A Day for Better Health Program monograph is the culmination of a long and dedicated effort. It is organized into 13 chapters and contains five appendices, as laid out in the Table of Contents that immediately follows.